

18 January 1960  
 BALL (PUBLIC REL. DIRECTOR, ----AWD ADDRESS IN N.Y.  
 INST. AFRO. SCIFNCE)

Ball called SJG regarding AWD's speech before IAS next week...I have never met Mr. Dulles and I thought I'd call you to see what your thinking is on several topics and how you would like them handled. Mr. Ball inquired about the director's speech. SJG: He still hasn't worked up his speech. JB: In other words, I'll have to sweat it out in advance. SJG: Usually he takes with him the number of copies you'll need and when he arrives, you'll get them. Ball said he would appreciate copies as soon as available in the event AWD is going to 'unload something significant'. Ball said it was the usual procedure to have a press conference after the speech is delivered. SJG asked how much of a press conference it would be and at what time. Ball said it was an evening affair; dinner is at 7:30 (Astor Hotel), AWD would be on at 9:00 until about 9:30. Then he would be invited to the Press Suite (Room 846) and would probably be through about 10:00. Ball commented that bona-fide press representatives would be in attendance; people they have never had any difficulty with. SJG asked if this affair was going to be covered by radio or TV. Ball said they were not making any such arrangements until they hear our preference. SJG suggested it might be a good idea to have the director read a part of the speech for the press afterward. Ball: For your information, we have had a tremendous amount of press interest in this thing; AP, Reuters, UPI; and if AWD has it in mind to spring an announcement, this would be a fine time to do it because of the fine coverage. SJG asked who the Chairman would be. Ball said William Littlewood would be presiding and who is also the retiring President and Gen. Don Pratt will be the succeeding Pres. SJG: Who will speak before Dulles? Ball said AWD was "the" speaker. Prior to his delivery there will be the presentations of major awards of the year; Dr. Van Allen for the "Golden Belt" and the designer of the Atlas is receiving an award; however, the recipients do not respond. Ball said inasmuch as he has never met AWD, how is his delivery. SJG commented he has a medium voice, a good delivery, needs very little electronic lift, has a very fluent delivery, appearance is very good, wears a mustache, glasses. Ball said there would be no radio or TV coverage of his live address and confirmed the fact that later in the Press Suite, the director would read for press benefit, also adding that they do not permit flash bulbs to be popped during his reading. SJG said he would call him back at Templeton 8-3800 when he received further information.

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